

SEO | Search Engine Optimization ~ Certificate ~

The most advance & independent SEO from the only web design company who has achieved 1st position on google SA.

Certificate & Key

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Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on a website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engine Users by ranking web pages for search results in order of most relevance to the search phrase.

S.E.O. can broadly be divided into two sections: Steps and tasks that can only be done once + Steps and tasks that can be repeated.

Before any work can be done, research into the competitiveness of the related industry has to be done in order to ascertain competing websites, and develop a strategy to outrank their webpages for better positions. Therefore, the correct process of S.E.O. is three phase:

- Research Market & designer strategy, creating priority list of tools and tasks are best for website ranking,
- Implement priority list of tools and tasks, then,
- Maintain site with tasks that need to be repeated.

This document is an independent certificate developed by Jean-Pierre Murray-Kline and is a guideline of the most up to date and generally accepted tricks and tools of the trade to increase website ranking. The tools used per website are normally decided based on the results of the research done, and the frequency of the repeated tasks are normally determined on the competitiveness of the industry the website is trading in.

Search engines rank each and every page. There were 4.62 billion pages in March 2016.

As each new web page is added to the internet, its purpose is assessed and ranked by search engines. If a web page or website is launched competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision for the new competitor.

S.E.O. is therefore not a once off product or step in building a website. It is recommended that competitiveness research is done at least once a year, and strategy amended.

R.P.D. (Research, Plan and Development) is our own acronym we give to broad variety of tasks / tools and software we use related to the processes we follow to analyze and research your website and its pages, its products and services, its content, structure and general quality in context of the current market as well as against primary competitors (websites and pages with better positions on search engines for primary search phrase). Based on data and research we then plan which S.E.O. tools and tasks to use to actively target and actively achieve better positions. This is a step missed by nearly all S.E.O. and web design companies and is the reason S.E.O. results can be slower than they need to be and more costly in the long run.

Before R.P.D can start, a website owner must decide on Primary Search Phrases.

Setup. This is the phase of steps and tasks that can broadly only be done once. This is the first phase S.E.O. work is physically done. Not all set up steps and tasks need to be done on all websites and pages, and in fact can have a negative effect if done incorrectly. Setup steps and tasks are the foundation of good S.E.O. R.P.D. is where the selection of Setup tasks and tools for this phase are decided.

RCR&M = Repeated checks, Reviews, Tasks and Maintenance. This phase of S.E.O. are tasks that can be repeated indefinitely, and where the majority of work is done. It is also the main reason why no company should claim to be able to sell a client once off S.E.O. While a complete R.P.D is recommended once a year, the RCR&M phase essentially uses the ground work completed during the Setup Phase and builds on from it. This phase should be done no less than once a month for the simple reason that it is widely accepted that search engines review (in general) a website or parts of a site at least once a month, therefore your rankings and positions on search engines are re-evaluated against any new competitor or current competitor website who has made changes since your websites last review. The more competitive the market, the more frequent RCR&M should be done.

Primary Search Phrases & Logs

Primary Keyword = a search phrase of two or more words that include the main product or service and often the location of operation. A Primary Keyword can also reference the main objective of a web page on a website. For example: "car hire cape town"

We generally load the more important word first, for example, to a company that does car hire, the wording car hire is more important than the words cape town. This is not always obvious, but in some cases and services, search engines determine your location already and filter the search results.

Primary Keyword Extension = is an add on word or words, to a Primary Keyword. For example:

"Car hire in Cape Town" the extension here is "in" and this in fact creates an entirely new search phrase and results on search engines can change because of this simple added word "in".

Each web page (not website) should have no more than 1 Primary Keyword, and then its extensions.

For example:

Primary Keyword = "car hire cape town"

Extensions = "car hire in cape town" "cheap car hire cape town" "car hire cape town reviews" "car hire cape town prices" "car hire cape town pictures"

Below are three base line position reports. A website owner will get information on position of home webpage, and two other web pages same website to see position status. Additional position reports can be done, if a client's S.E.O strategy includes them.

| 1 | <u>Full website Primary Search Phrase – always loaded on index page.</u> | <u>Position on google</u> | | <u>Last Position & Date</u> |
|---|--|---------------------------|---------------------------------------|---------------------------------|
| | Date updated: | UPDATE | | |
| | URL | UPDATE | | |
| | Main location of service: | UPDATE | | |
| | | | Screan Grab - Main search phrase only | |
| | Main search phrase: | UPDATE | UPDATE | UPDATE |
| | Main Search Phrase Extension 1: | UPDATE | | UPDATE |
| | Main Search Phrase Extension 3: | UPDATE | | UPDATE |
| | Main Search Phrase Extension 3: | UPDATE | | UPDATE |

| 2 | <u>Web Page Primary Search Phrase</u> | <u>Position on google</u> | | <u>Last Position & Date</u> |
|---|---------------------------------------|---------------------------|---------------------------------------|---------------------------------|
| | Date updated: | UPDATE | | |
| | URL | UPDATE | | |
| | Main location of service: | UPDATE | | |
| | | | Screan Grab - Main search phrase only | |
| | Main search phrase: | UPDATE | UPDATE | UPDATE |
| | Main Search Phrase Extension 1: | UPDATE | | UPDATE |
| | Main Search Phrase Extension 3: | UPDATE | | UPDATE |
| | Main Search Phrase Extension 3: | UPDATE | | UPDATE |

| 3 | <u>Web Page Primary Search Phrase</u> | <u>Position on google</u> | | <u>Last Position & Date</u> |
|---|---------------------------------------|---------------------------|---------------------------------------|---------------------------------|
| | Date updated: | UPDATE | | |
| | URL | UPDATE | | |
| | Main location of service: | UPDATE | | |
| | | | Screan Grab - Main search phrase only | |
| | Main search phrase: | UPDATE | UPDATE | UPDATE |
| | Main Search Phrase Extension 1: | UPDATE | | UPDATE |
| | Main Search Phrase Extension 3: | UPDATE | | UPDATE |
| | Main Search Phrase Extension 3: | UPDATE | | UPDATE |

| Phase | Task / Description / Detail | Notes History | Software / resource used to determine status / task notes | Completed Date |
|-----------------------|---|---|---|------------------|
| R.P. D. - with Client | General consult and client brief. | UPDATE | | UPDATE |
| | Summary of desired results and expectation on dates to achieve and a background overview on products / services / industry competitiveness / website status look and feel, function and SEO status. This is done via phone or meeting. | | | |
| R.P. D. | Assessment of own site | UPDATE | | UPDATE |
| | # of areas of products or services? | UPDATE | Check SEO brief or website | UPDATE |
| | # of primary products and services? | UPDATE | Check SEO brief or website | UPDATE |
| | Is there a page per product or service? | UPDATE | Check website | UPDATE |
| | How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title) | UPDATE | Search primary search phrase on Google | UPDATE |
| | Is the website mobile friendly? Different to general responsiveness. | UPDATE | Use https://www.google.com/webmasters/tools/mobile-friendly/ | UPDATE |
| | Is mobile first index active? | UPDATE | Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at | UPDATE |
| | Page count | UPDATE | Use http://www.siteliner.com/ or Screaming Frog SEO Spider | UPDATE |
| | Image count | UPDATE | Use Screaming Frog SEO Spider or manually scan through site to check for images | UPDATE |
| | Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google | UPDATE | Use Screaming Frog SEO Spider | UPDATE |
| | How many videos are there? | UPDATE | Check site manually | UPDATE |
| | Content vs media ratio? | UPDATE | Check site manually and estimate ratio | UPDATE |
| | Functionality and navigation status - any broken links or unnecessary buttons. | UPDATE | Check site manually and check broken links with Screaming Frog SEO Spider | UPDATE |
| | Is the site user friendly? Google ranks websites that's easy to use higher. | UPDATE | Check site manually | UPDATE |
| | What country is the website hosted in? | UPDATE | Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/ | UPDATE |
| | Server reputation downtime good or bad? | UPDATE | If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine | UPDATE |
| | Website speed? Slow or good? | UPDATE | Use https://tools.pingdom.com/ | UPDATE |
| | Domain name quality linked to Primary Search phrase | UPDATE | Check domain name vs. primary search phrase | UPDATE |
| | Status on file names (the shorter a URL is the better), description & meta must be relevant to page. | UPDATE | Use Screaming Frog SEO Spider | UPDATE |
| | Check primary search phrases are in page titles, descriptions and meta | UPDATE | Check code manually | UPDATE |
| | Social media status - what is linked? | UPDATE | Check site manually | UPDATE |
| | Check if there are broken videos | UPDATE | Check site manually and click on videos | UPDATE |
| | Check for broken forms and incorrect contact information. | UPDATE | Check site manually | UPDATE |
| | Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker | UPDATE | Use AWStats | UPDATE |
| | Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad | UPDATE | Use Google Analytics. click "Behavior" under the Standard Reports on the left-hand navigation menu. click "Site Content" | UPDATE |
| | Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seconds or more is excellent. | UPDATE | Use Google Analytics | UPDATE |
| | Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent. | UPDATE | Use AWStats | UPDATE |
| | Check if website is responsive? | UPDATE | Drag browser window smaller/bigger | UPDATE |
| | Is there hidden text? | UPDATE | Highlight all text on each page and check for text made the same colour as the background | UPDATE |
| | Are all images tagged? | UPDATE | Use Screaming Frog SEO Spider and check code | UPDATE |
| | Are there H1 and H2 tags? | UPDATE | Check code manually or use Screaming Frog SEO Spider | UPDATE |
| | Check if site has good hierarchy - 4 tiers or more bad. 3 good, 2 very good (not applicable to CMS sites) | UPDATE | Check site folders on domain | UPDATE |
| | If CMS - check all plugins are operational. | UPDATE | Check site backend | UPDATE |
| | Do a current check of google quantity guidelines – ensure no violations. | UPDATE | Use https://support.google.com/webmasters/answer/35769?hl=en as a guideline | UPDATE |
| | Check site security | UPDATE | Check site backend | UPDATE |
| | Check that there are no paid backlinks | UPDATE | Use https://monitorbacklinks.com/seo-tools/free-backlink-checker | UPDATE |
| | Check site and server are not spamming | UPDATE | If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine | UPDATE |
| | RankBrain, check your semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspaces, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics | UPDATE | | UPDATE |
| | Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords? | UPDATE | Check website manually | UPDATE |
| | Check AMP Structured data? | UPDATE | Use https://search.google.com/structured-data/testing-tool | UPDATE |
| | Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status | UPDATE | Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://lsigraph.com/ | UPDATE |
| | Check Crawl errors | UPDATE | Use Google Webmaster Tools | UPDATE |
| | Incoming link count? | UPDATE | Use http://www.siteliner.com/ | UPDATE |
| | Is the site set up for voice search | UPDATE | Check site manually | UPDATE |
| | Report | Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.) | UPDATE | |
| Final task | Update SEO certificate | | Save as PDF and upload Excel and PDF version to domain | |

Competitor Check

| | |
|--|--------|
| 1st on google, natural listing, using search phrase: | UPDATE |
|--|--------|

| Phase | Task / Description / Detail | Notes History | Software / resource used to determine status / task notes | Completed Date |
|--------|--|-----------------|---|------------------|
| R.P.D. | SEMrush – add competitor site to find out what words they are ranking for. | | | |

| Task / Description / Detail | Notes History from R.P.D | Software / resource used to determine status / task notes | Completed Date | Developer |
|---|--|---|------------------|-----------|
| Correct / change domain | High Priority, Secondary Priority, Low Priority / Do not do. | Move site to new domain | UPDATE | UPDATE |
| Relocate site hosting based on requirements of clients - local sever to client target | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Add page per product | High Priority, Secondary Priority, Low Priority / Do not do. | Create and link new pages on site | UPDATE | UPDATE |
| Correct responsive issues | High Priority, Secondary Priority, Low Priority / Do not do. | Recommend to client to have site rebuilt on responsive platform | UPDATE | UPDATE |
| Ensure file names include search phrases. | High Priority, Secondary Priority, Low Priority / Do not do. | Check file names manually and change if needed | UPDATE | UPDATE |
| Shorten file names if needed | High Priority, Secondary Priority, Low Priority / Do not do. | Check file names manually and change if needed | UPDATE | UPDATE |
| Add mobile first index | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct page titles | Done | | 15.08.2018 | Adel |
| Correct download media speed if required by removing large images / media | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct page descriptions | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct / add more text | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct / add more images | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct / remove poor / duplicate / hidden text | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct / add images names and titles | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct broken videos | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct / add social media | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct / add incoming links (more can be added in RCR&M, but must have more than competitor) | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct broken links | Done | | 15.08.2018 | Adel |
| Correct / reduce outgoing links | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Improve on structure and flow. Design and development element. Usability | High Priority, Secondary Priority, Low Priority / Do not do. | Recommend to client and have PM quote on development time | UPDATE | UPDATE |
| Correct broken forms and incorrect contact information | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Add search engine GEO location information if required | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page. | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Setup of Webmaster tools with Google Setup | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Setup Google analytics Registration | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Setup for Google Statistics to track visitors – explain to client how to assess | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Setup Monthly Reporting for Client for next 12 months | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Add Robots.txt file | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Add Favicon to website | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Google Site Map added and linked to Webmaster Tools (XML sitemap) | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Submission of Website to Main Search Engines. (Yahoo Bing Google) | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Google Maps Listing Added for the Business if core business is location specific | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Custom Google Search Engine added to inner pages - add to bottom of contact page only. | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Add social media platforms basic, facebook, twitter and google + , youtube channel | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Set preferred domain view in Google Webmaster tools - www or non www | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Update site security | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Ensure any redirects are in order (301 and 302) | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Keywords in headings (<H1>, <H2>, tags) | Done | | 15.08.2018 | Adel |
| Correct keyword density based on RPD | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Keyword stemming: Applicable to non-English language pages. Check and action if required. | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Remove cloaking | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Remove iframes | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Check and correct complex code such as Java, etc. | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Correct keyword stuffing | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| If e-comm or site with sensitive data secure domain | High Priority, Secondary Priority, Low Priority / Do not do. | | UPDATE | UPDATE |
| Set up site for voice search | High Priority, Secondary Priority, Low Priority / Do not do. | Voice search for WP sites http://www.wpbeginner.com/plugins/how-to-add-voice-search/ | UPDATE | UPDATE |
| Send Summary report to Client | | | UPDATE | UPDATE |
| Update SEO certificate | | | UPDATE | UPDATE |

| Task / Description / Detail | Software / resource used to determine status / task notes | Developer | Date |
|---|---|-----------|--------|
| Review server traffic stats | UPDATE | UPDATE | UPDATE |
| Update Phrases & Logs | UPDATE | UPDATE | UPDATE |
| Review google reports and stats | UPDATE | UPDATE | UPDATE |
| Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab) | UPDATE | UPDATE | UPDATE |
| Check server down time | UPDATE | UPDATE | UPDATE |
| Refresh page titles | UPDATE | UPDATE | UPDATE |
| Refresh page descriptions | UPDATE | UPDATE | UPDATE |
| Refresh page meta | UPDATE | UPDATE | UPDATE |
| Refresh content (text shuffle) | UPDATE | UPDATE | UPDATE |
| Add content | UPDATE | UPDATE | UPDATE |
| Add images | UPDATE | UPDATE | UPDATE |
| Add media (videos) | UPDATE | UPDATE | UPDATE |
| Add social media | UPDATE | UPDATE | UPDATE |
| Remove backlinks with low performance or older than 2 years | UPDATE | UPDATE | UPDATE |
| Add extra pages | UPDATE | UPDATE | UPDATE |
| Remove old/unused files from server | UPDATE | UPDATE | UPDATE |
| Add site to industry related search engines to increase incoming links | UPDATE | UPDATE | UPDATE |
| Update sitemap | UPDATE | UPDATE | UPDATE |
| Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider) | UPDATE | UPDATE | UPDATE |
| Check and then correct reported errors | UPDATE | UPDATE | UPDATE |
| Check forms and contacts | UPDATE | UPDATE | UPDATE |
| Check social media links are working | UPDATE | UPDATE | UPDATE |
| Check site functionality and navigation status | UPDATE | UPDATE | UPDATE |
| Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad | UPDATE | UPDATE | UPDATE |
| Do a current check of google quantity guidelines – ensure no violations. | UPDATE | UPDATE | UPDATE |
| Check site and server are not spamming | UPDATE | UPDATE | UPDATE |
| Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords? | UPDATE | UPDATE | UPDATE |
| Check AMP Structured data | UPDATE | UPDATE | UPDATE |
| Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status | UPDATE | UPDATE | UPDATE |
| Check Crawl errors | UPDATE | UPDATE | UPDATE |
| Resubmit site to search engines | UPDATE | UPDATE | UPDATE |
| Check that mobile first indexing is working | UPDATE | UPDATE | UPDATE |
| Add new search phrases - Übersuggest tool https://ubersuggest.io/ | UPDATE | UPDATE | UPDATE |
| SEMrush – add competitor site to find out what words they are ranking for. Add search phrases | UPDATE | UPDATE | UPDATE |
| Send Summary report to client | UPDATE | UPDATE | UPDATE |
| Update SEO certificate | UPDATE | UPDATE | UPDATE |